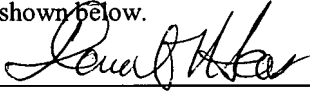




JKW

PATENT
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Donald F. Haas
Date: September 11, 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)	
)	
DAVID R. DUDEK, JOHN M. L. JONES,)	
DAVID C. MURRAY, and PETER SANDIFORD)	
)	
Serial No. 09/843,381)	Group Art Unit: 3627
)	
Filed April 25, 2001)	Examiner: Christopher R. Buchanan
)	
PROCESS AND SYSTEM FOR THE)	September 11, 2007
CUSTOMISATION OF CONSUMER PRODUCTS)	
)	

COMMISSIONER FOR PATENTS
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

RESPONSE TO REJECTION

The following remarks are submitted in response to the office action of July 5, 2007. Claims 1-3, 6, 7, 11, 12, 14, 15, and 18 have been rejected under Section 103(a) as being unpatentable over Kondo et al. in view of Chan et al. Kondo is said to disclose a process for the customization of consumer products that includes the steps of preparing the products according to selections made by a consumer from available options that are shown on a vending system interface, customizing the products from available options for the products shown on the vending system interface, selecting the amount of the products from options shown on the vending system interface, reconstituting the product with one or more other components and dispensing the customizable product from the vending system into a storage container at a dispense point of